The
FORUM
A Magazine of Constructive Nationalism

Founded 1886 by Isaac L. Rice

President and Treasurer
EDWIN WILDMAN

JANUARY, 1920

Secretary
C. C. SAVAGE

Vol. LXIII

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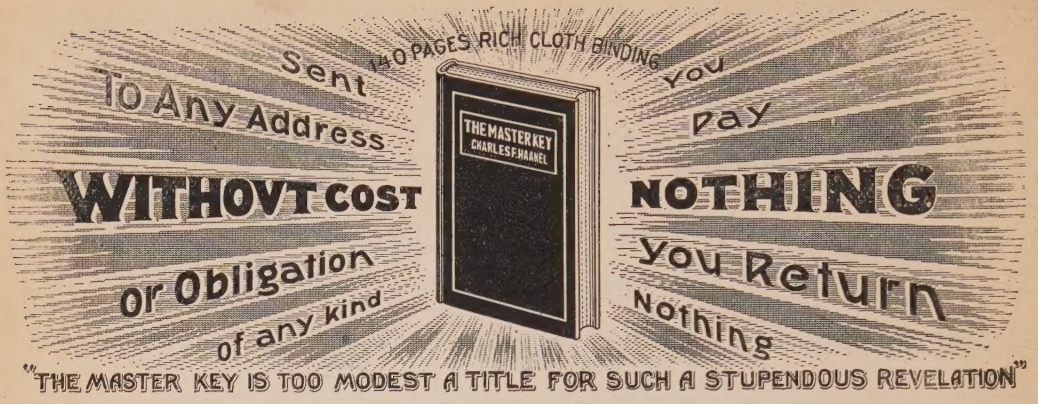

The inscription, "Know Thyself," as written over the entrance of the Temple Delhi, 600 B. C., does not apply to the Greeks alone, but is a command to every man and every woman of every age. It is written over the door of each living temple, not as a decoration, but is the passport into the city beautiful. Every door that swings ajar, from lack to plenty, from death to life, has done so because the Master of the House has found the Master Key.

Within the Palace are the royal purple, fine linen, golden sandals, and signet ring. The feast of the fatted calf of substance, supply, health and harmony is ready and waiting. The servants smile a greeting and are calmly waiting, ready and willing to serve you with the best.

And all this wonderful legacy comes to those who are willing to discard the old, effete ideas; willing to put on the new robe that is better fitted to the needs of the day.

Truly the Master Key is the Key with which the understanding ones may unlock the door and enter into the secret chamber and enjoy the abundance of all good to be found therein.

A Master Key will be sent to any address without cost or obligation of any kind.

Charles F. Haanel, 211 Howard Bldg., St. Louis, Mo.

This Advertisement *contains a message of such transcendental importance that no reader of THE FORUM, whether man, woman or child, should fail to answer*

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REG. U. S. PAT.

What is a Master Key?

A key which will unlock any one of a series of locks.

What Is the Master Key System?

A System of Philosophy which will assist in the solution of any problem.

What Is Philosophy?

Knowledge, in a scientific system, of the ultimate principles, elements, causes and laws that und and explain all knowledge and existence.

What Is a System?

An orderly arrangement and combination of knowledge according to some rational principle or org idea, giving it unity and completeness.

What Is Science?

Knowledge gained and verified by exact observation and correct thinking. The Master Key Sys is therefore "Knowledge of the ultimate principles, elements, cause and laws that underlie and explai knowledge and existence, arranged according to some rational principle or organic idea, giving it unity completeness, and verified by exact observation and correct thinking."

Of what value is a system of this kind?

It is the solvent for every physical, political, social, or economic ill in existence.

Why is this so?

Because it explains the principles, causes and laws by which conditions are created.

Do you mean that the individual may consciously change apparently fixed conditi and environment in his life?

Most assuredly; there is not the slightest doubt concerning this. It is being accomplished every by thousands who are coming into an understanding of the Creative Principle of the Universe.

Is this Creative Principle subject to the control of the individual?

No. All natural laws are definite, fixed, eternal. They never change. The individual may, howe come into an understanding of these laws and make use of them to his advantage exactly as he makes of the laws governing electricity, gravitation or any other Natural law. He does not change them bu operates in harmony with them and thereby secures the result which he desires and anticipates.

The Master Key System is the only definite, clear, concise, conclusive and scientific presentation of the Creative Principle which has ever been formulated by anyone at any time, and the results accruing from the operation of this Principle are so startling as to appear incredible to the uninitiated.

A Master Key will be sent to any address without cost or obligation of any kind.

Charles F. Haanel, 211 Howard Building, St. Louis, M

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THOUGHT

THE GREATEST COMMERCIAL PRODUCT IN THE WORLD

By Charles F. Haanel

YOU are, because you think. When you cease to think, you cease to exist. You are, therefore, what you think.

Thought is a spiritual activity; in fact, it is the only activity which the spirit possesses. All spiritual activities are creative, because spirit is the one creative Principle in the Universe. Thought is mind in motion just as wind is air in motion. When a thought goes out into the world, it combines with other similar thoughts and forms an idea. The idea then exists independently of the thinker. This idea becomes a seed-thought in the spiritual world and as soon as it finds congenial soil, it begins to sprout and grow and bring forth fruit a thousand-fold.

FOR this reason we find that the men who hold the $50,000.00 positions are always men who think, who know how to control their thought processes. A single idea is often of more value than all the lost mines of Mexico, all the argosies that ever sailed from the Indies and all the silver-laden ships of storied Spain. An idea has life, vitality; it is the essence of the creative spirit and can reproduce itself exactly the same as a germ or a cell, so that in an incredibly short time there may be millions of these ideas all clamoring for self-expression. As thought is creative, it is constantly trying to express itself in form. For this reason thought leads to action and actions bring about results and conditions.

CIRCUMSTANCES and environment are, therefore, the result of thought, but frequently of unconscious and destructive thought, for thought will create disagreeable, discordant and destructive conditions, just as readily as it will create wealth, beauty, refinement and harmony. We may think what we will, but the result is governed by an immutable law. That we reap what we sow is scientifically exact.

THOUGHT was until recently the possession of the few, but it is now about to become the priceless possession of the many. Until recently, the few assumed the privilege of thinking for the many, but men are beginning to do their own thinking and this is multiplying results and bringing about a new era, an era containing limitless possibilities.

THE Master Key System is the only clear, concise, comprehensive, definite, distinctive, exhaustive, original and scientific presentation of the creative power of thought ever formulated by anyone at any time. It is copyrighted in every civilized country in the world, and is having an almost unbelievable influence upon the lives of the hundreds of thousands who are coming into an understanding of the most important and far-reaching truths of which the human mind can conceive.

ONE reader says, "The Master Key is too modest a title for such a stupendous revelation;" another says, "It is the most wonderful teaching ever conceived;" another says:

"I AM able to extract from this System all that can be made known by the finite mind relative to origin, evolution, destiny and the much-mooted riddle of the Universe."

"ITS teaching that Mind is the dominating force is precisely in line with the wonders of the most recent psychology. All persons having desks should have this book thereon, and it would be a fitting pocket companion."

"YOU have led a hungry world to the threshold and placed in their hands a key with which the understanding ones may unlock the door and enter the Secret Place of the most high and enjoy the abundance of all good to be found therein."

"THE Master Key is the answer to the demand, 'Knock and it shall be opened unto you.' All the world seeks this wonderful key."

"I HAVE found the Master Key and with it I am each day unlocking the storehouse of wealth and wisdom concerning which I was heretofore in utter ignorance."

"THE lash of circumstances and the logic of events are more than ever impelling men to think. A philosophy of life having as its basis blind optimism, a religion that won't work seven days in a week, or a proposition that is not practical, appeals to the intelligent, not at all. It is results that we want, and the acid test is—will it work? The Master Key qualifies! Intelligence rules! Thought intelligently directed automatically causes its object to manifest on a material plane."

"YOU have synthesized the wisdom of the East and West and given it in a manner so logical and penetrating, that by its aid one is able to distinguish wisdom from sophistry, truth from delusion, spiritual expression from psychic vagaries, and the sublime operations of spiritual insight and intuition from deceptive visions and false revelations. You have successfully taken the mystery out of mysticism and placed all propositions in the clear light, so that 'He who runs may read.' I consider you a true benefactor to the world."

I WANT the privilege of sending you a Master Key. You will find it a priceless possession, a Key with which many are converting loss into gain, fear into courage, despair into joy, lack into plenty, hope into fruition, a Key which thrills, fascinates, carries conviction, perception, understanding, power, a Key by which you will be enabled to organize victory, realize your ideals and make your dreams come true. Send me your address for a copy, it is free, there is no cost or obligation of any kind.

Charles F. Haanel, 211 Howard Building, St. Louis, Mo.

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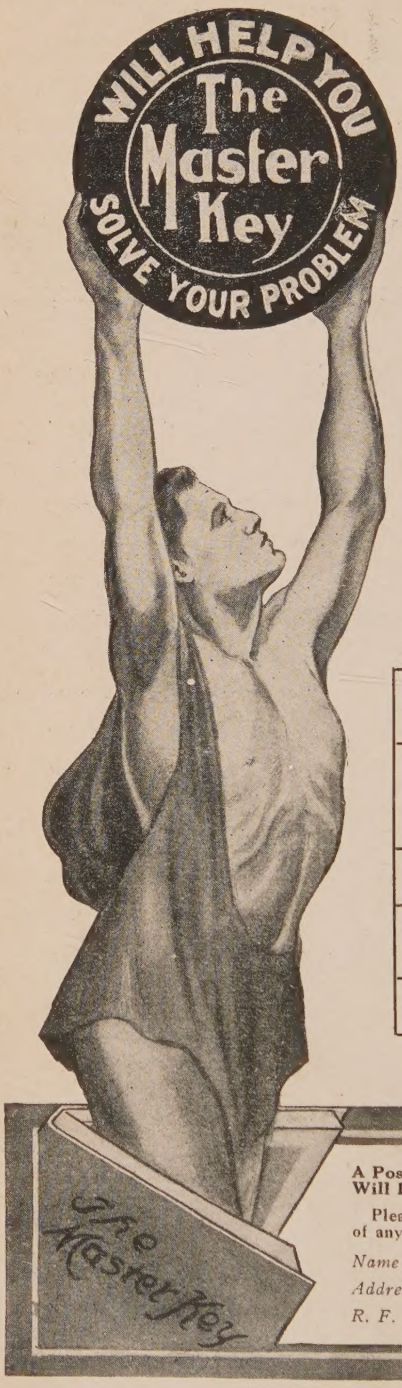

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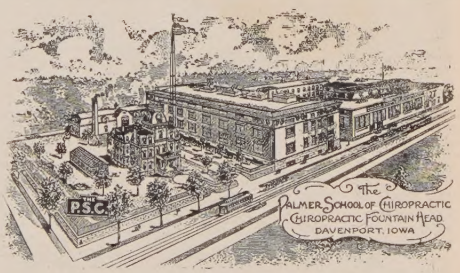

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